

*Providence Tourism Council
Minutes to Board of Directors Meeting
June 6, 2013*

Members Present: Deborah Brayton, Paul Brooks, Eric Churchill, Michael Gennaro, Jeff Hirsh, Jim McCarvill, Kibbe Reilly

Also present: Kristen Adamo (PWCVB), Susan Leach DeBlasio (legal counsel), Susann DellaRosa (financial), Brian Hodge (PWCVB), Martha Sheridan (PWCVB), Kerry Furtado (PWCVB), Lauren Pike (Lou Hammond Associates)

1. Call to Order: Chairman Paul Brooks called the meeting to order at 4 PM.

2. Approval of Minutes: A motion to approve the minutes of the May 1, 2013 meeting was made by Michael Gennaro; the motion was seconded by Deborah Brayton. The Board voted unanimously to accept the minutes as presented with the correction of a typographical error.

3. Finance report/approval of budget: Susann DellaRosa reviewed the PTC balance sheet, the budget to date and the proposed budget for fiscal year 2014. A motion to approve the proposed budget was made by Deborah Brayton; the motion was seconded by Eric Churchill. The Board voted unanimously to approve the proposed budget for fiscal year 2014.

4. Engagement of auditor: The Board was asked to approve the engagement of an auditor, specifically, Aaronson Lavoie Streitfeld Diaz & Co. A motion to approve the hiring of the auditor was made by Michael Gennaro; the motion was seconded by Jim McCarvill. The Board voted unanimously to approve the hiring of Aaronson Lavoie Streitfeld Diaz & Co.

5. Report from Lou Hammond: Lauren Pike reported on an array of LHA activities, including:

a. LHA has made use of Instagram, twitter and Facebook in support of Providence tourism.

b. The company has produced press releases in support of Eat, Drink Rhode Island; the upcoming H.P. Lovecraft festival; Rhode Island Pride and the city's 4th of July celebration.

c. They've run nine value blasts in the previous two months

d. Hosted a New York City media luncheon with Mayor Angel Taveras.

e. LHA has procured story placements in the *New York Times*, *Redbook*, *Travel + Leisure* (Best affordable Cities issue).

f. Looking ahead, LHA plans to promote Foo Fest, the opening of Birch Restaurant in August, the Rhode Island Pride Festival, Taste Trekkers, among other activities.

6. PWCVB: PWCVB Vice President of Marketing and Communications Kristen Adamo reviewed the PWCVB's recent several activities, including:

- a. Development of creative and media buy that focuses on #1 culinary ranking and emerging media markets
- b. Producing a series of commercials for the city of Providence, promoting Providence throughout the RI market.
- c. Development of a new line of merchandise for the PWCVB Visitor Center.
- d. The Federal Hill Stroll held on June 4 was sold out (1200 people in attendance).
- e. The PWCVB is working with StarChefs.com to bring Rising Star Chef Awards to Providence in June 2014.
- f. The PWCVB has more than 10,000 Twitter followers; Facebook topped at 20,000.
- g. The PWCVB assisted with dinner reservations for *Travel + Leisure, Food Arts* reps, both attending Brown alumni weekend.
- h. Kerry Furtado reported there is much activity in pursuit of bringing groups to Providence.

7. Grants Report and Vote: Grants Committee Chair Deborah Brayton reviewed the recommendations of the Committee as follows:

- a. Providence Culinary Marketing Program: \$119,286 (as a line item in the PTC Budget)
- b. AS220 Foo Fest \$15,000
- c. Roger Williams Zoo Jack-O-Lantern Spectacular \$30,000
- d. Flickers RI International Film Festival \$12,000

Michael Gennaro made a motion to approve the grants as presented; the motion was seconded by Jeff Hirsh. The Board voted unanimously to approve the grants as presented.

8. Old Business: Johnnie Chace resigned from the PTC Board; Mayor Taveras will nominate a replacement.

9. New Business: None

10. Adjournment: Deborah Brayton made a motion to adjourn; the motion was seconded by Eric Churchill. The Board voted unanimously to adjourn.

The meeting was adjourned at 4:45 PM.

Respectfully submitted,

Kibbe Reilly, Secretary, PTC